

Voice of the Industry: Travel After Coronavirus

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Abstracts

Euromonitor International's Voice of Industry Survey – Travel showcases the unprecedented impact of Coronavirus on travel and tourism businesses, with high levels of pessimism. Focus areas for recovery include big data, analytics and AI to drive operational efficiencies and consumer interactions. Sustainability is a critical driver of recovery, as travel businesses transition to a sustainable tourism model, yet there is still much work to be done before the travel industry acts with purpose.

Euromonitor International's Voice of the Industry: Travel After Coronavirus global briefing offers an insight into to the size and shape of the Travel market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market from innovation, pricing, channel distribution to economic/lifestyle influences. Forecasts illustrate how the market is set to change and outlines the criteria for success.

Product coverage: Activities (Destination), Lodging, Online Travel Sales and Intermediaries, Tourism Flows, Travel Modes, Traveller Profiles.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Travel market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Introduction
State of the Travel Industry
Factors Impacting the Travel Industry
Mobile and Digital Commerce
Travel and Sustainability
Innovations in the Travel Industry
About Voice of the Industry

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